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SEP 18 1992

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Office of the Secretary
Federal Communications Commission
ATTN:Docket #92-90
1919 M St. N.W.
Washington, D.C. 20544

August 25, 1992

Dear Sirs:

This letter is in regard to the Telephone Consumer Protection Act of 1991.

As a telemarketer for RE/MAX Realtors in Springfield, Vermont, I need to express my concern about a possible ban on cold call telemarketing. This is a very important part of the residential Real Estate business and is a great service to many homeowners. I have found that out of hundreds of calls made, few if any refuse. Many are extremely glad that I made the effort to contact them as they wanted to sell their homes and just didn't know how to go about it.

Banning cold calling in the Real Estate world would greatly hamper the efforts of the Realtors to communicate with the potential buyers and sellers in the community.

These concerns are shared by all of the RE/MAX team.

Cathy Anderson
Sales Executive

Sissy Coats
Assistant to Cathy

Pat Hasty
Telemarketer

Larry Earnheart
Sales Executive

RE/MAX Group One REALTORS®

P.O. Box 8
Springfield, Vermont 05156
(802) 885-2600

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DATELINE NAR

Leadership Conference

NAR President-elect William S. Chee outlined the goals for his 1993 presidency during meetings with the association's 1993 regional vice president nominees, committee liaisons, committee chairmen and vice chairmen at the NAR Leadership Conference in Chicago Aug. 6-7. Of critical importance in the coming year, Chee said, will be to implement the association's 1993 Strategic Plan by using sound business plans to direct the work of NAR committees. Chee, chief executive officer of Locations Inc. in Honolulu, will begin his term as president at the close of NAR's annual convention in November in Honolulu.

NAR seeks to preclude FCC ban on 'cold' calls

Do you use the telephone extensively to market your services to potential homebuyers and sellers?

If the answer is yes, then the NATIONAL ASSOCIATION OF REALTORS® wants you to write to the Federal Communications Commission this week and urge it not to restrict your ability to use person-to-person telephone solicitations.

The FCC is drafting regulations to implement the Telephone Consumer Protection Act of 1991, which restricts the use of automatic dialing systems and requires the FCC to consider restrictions on person-to-person solicitations of residential homes, NAR analysts said. Final regulations are due in mid-September, so REALTORS® should write the FCC as soon as possible, they said.

In a comment letter to the FCC earlier this summer, the national association asked the commission not to restrict person-to-person telephone solicitations because "complaints about this marketing method are extremely low in comparison to other methods such as the use of arti-

cial, computer-generated solicitations."

NAR noted that a key part of the residential real estate business involves using the telephone for person-to-person solicitations. Association analysts suggest you may want to make the same point in your letter.

Specifically, NAR would like you to tell the FCC how important "cold" calling is to your business in particular and the residential real estate industry in general. NAR analysts said it's important to refer to "Docket No. 92-90, Telephone Consumer Protection Act of 1991" in all letters.

Direct letters to: Office of the Secretary, Federal Communications Commission, Attn: Docket No. 92-90, 1919 M St. N.W., Washington, D.C. 20554.

For more information on the rules being drafted by the FCC, contact Roy DeLoach in NAR's Washington, D.C., office at 202/383-1171.



Next Day!

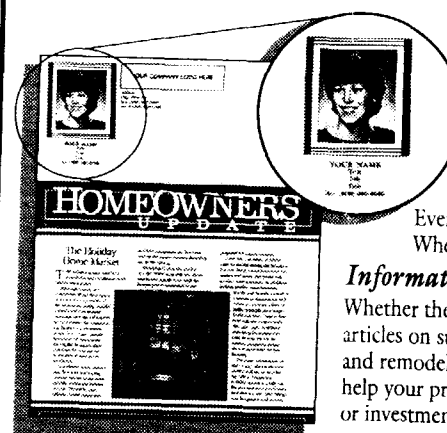
***Order by phone before 4:00 pm cst and we will ship postpaid the very next work day or you will find a \$25 credit in your shipment.**

Porcelain like "Powder Coated" Zinc Bonded Steel

Use as slide inserts or bolt riders.

**A HELEN ROBERTS
434-9300**

- Porcelain like powder coated finish.
- Die cut round corners for safety.
- 24 gauge zinc bonded steel - no rust.
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Because newsletters give you both.

The secret to success in real estate is having prospects think of you when it's time to buy or sell, and prospecting with personalized newsletters from The Personal Marketing Company is one of the most economical and effective ways to do it.

Fully Personalized...

Every issue includes your name, phone number and photo. When prospects see the articles, they also see you.

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Whether the interest is residential or business, newsletters contain articles on subjects important to your customers. Tips on decorating and remodeling, delicious recipes, and information guaranteed to help your prospects and customers maximize the value of their home or investment.

Image Building...

Quality two-color, and full-color formats show prospects you're professional, confident and capable... another reason they'll call you when it's time to buy or sell.

Response Building...

Clip-and-mail prospect response cards come directly back to you. Lets prospects *tell you* when you're needed.

Cost Effective...

Newsletters help maximize your impact because they're targeted to your market. You can focus on your market area and build top-of-mind awareness for just pennies per prospect!

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For more information call toll-free 1-800-458-8245. We'll send you complete information immediately.

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HOUSTON, TX 77037

For free samples and complete information call today:

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Flouhouse
McClave
REALTORS

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OFFICE OF THE SECRETARY

September 3, 1992

Office of the Secretary
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I am asking that this regulation not be imposed - at least on real estate sales persons soliciting clients and customers.

Thank you for your consideration.

Sincerely,

Tricia D. Taylor
REALTOR

SEP 8 1 40 PM '92
INFORMATION SERVICES
COMMUNICATIONS
SECTION

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2901 Providence Road / Charlotte, North Carolina 28211
Office: 704/366-8791 Fax: 704/366-8024 Toll Free: 1-800-537-3638



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Thank you for your consideration.

Sincerely,

Ed Harrison



2901 Providence Road / Charlotte, North Carolina 28211
Office: 704/366-8791 Fax: 704/366-8024 Toll Free: 1-800-537-3638





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Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "John McClave", is written over a large, faint, stylized outline of the letter "J".



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Thank you for your consideration.

Sincerely,

Janette Haney



2901 Providence Road / Charlotte, North Carolina 28211
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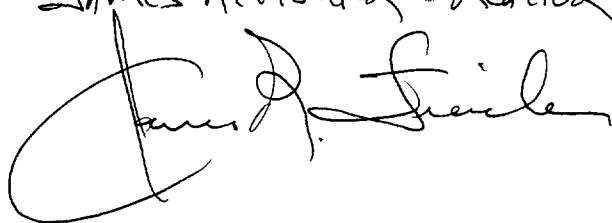
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Thank you for your consideration.

Sincerely,

James R. Fischer - Realtor
A handwritten signature in dark ink, appearing to read "James R. Fischer", is written over a large, stylized, handwritten letter "C".



2901 Providence Road / Charlotte, North Carolina 28211
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Thank you for your consideration.

Sincerely,

Russell Chittors
Realtor



2901 Providence Road / Charlotte, North Carolina 28211
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Thank you for your consideration.

Sincerely,

Barbara Broadway
Realtor



2901 Providence Road / Charlotte, North Carolina 28211
Office: 704/366-8791 Fax: 704/366-8024 Toll Free: 1-800-537-3638





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Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Regina Woods". The signature is written in a cursive style with a large, stylized "R" at the beginning.



2901 Providence Road / Charlotte, North Carolina 28211
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Thank you for your consideration.

Sincerely,

Anita Brishin CRS



2901 Providence Road / Charlotte, North Carolina 28211
Office: 704/366-8791 Fax: 704/366-8024 Toll Free: 1-800-537-3638



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Thank you for your consideration.

Sincerely,

Robert J. Robinson, GR 2



2901 Providence Road / Charlotte, North Carolina 28211
Office: 704/366-8791 Fax: 704/366-8024 Toll Free: 1-800-537-3638



Flouhouse McClave

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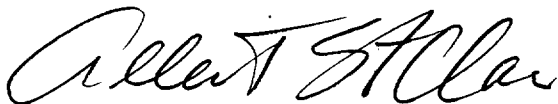
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Thank you for your consideration.

Sincerely,



2901 Providence Road / Charlotte, North Carolina 28211
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Thank you for your consideration.

Sincerely,

Brook Dunwood



2901 Providence Road / Charlotte, North Carolina 28211
Office: 704/366-8791 Fax: 704/366-8024 Toll Free: 1-800-537-3638





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Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, reading "Ann Flouhouse", is written over the typed name.



2901 Providence Road / Charlotte, North Carolina 28211
Office: 704/366-8791 Fax: 704/366-8024 Toll Free: 1-800-537-3638



Flouhouse McClave

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Thank you for your consideration.

Sincerely,

Carol Koefler



2901 Providence Road / Charlotte, North Carolina 28211
Office: 704/366-8791 Fax: 704/366-8024 Toll Free: 1-800-537-3638



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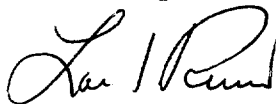
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To Whom It May Concern:

I am writing to ask that you reconsider the implementation of "Docket No. 92-90. Telephone Consumer Protection Act of 1991." As a Realtor "Person-to-Person" calling is a critical part of our business. If you were to take this ability away it would greatly jeopardize our ability to conduct business.

Thank you for your time.

Sincerely, *Rick Lockard*

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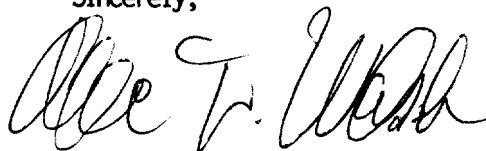
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Thank you for your time.

Sincerely,

A handwritten signature in cursive script, appearing to read "Alice T. Walsh". The signature is written in dark ink and is positioned above a horizontal line.

Sept. 3, 1992

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Thank you for your time.

Sincerely,

*Lindsay Tape agent
Walsh & Associates, Inc.*

Sept. 3, 1992

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Thank you for your time.

Sincerely,

Mary Stevens

Sept. 3, 1992

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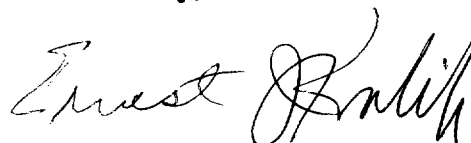
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Sincerely,

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Sept. 3, 1992

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Thank you for your time.

Sincerely,

C. Edward Hall

Box 676

Purcellville, Va 22132

Sept. 3, 1992

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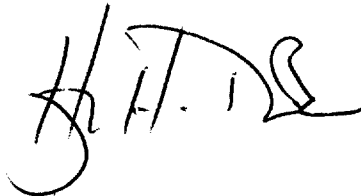
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Thank you for your time.

Sincerely,

A handwritten signature in dark ink, appearing to read "H. H. Dodson". The signature is stylized with a large, sweeping "H" and a long, horizontal stroke at the end.

Hugh H. Dodson III



Village Square Realty, Inc.
15466 Los Gatos Boulevard, Suite #217
Los Gatos, California 95032
(408) 356-7191 / Fax (408) 356-2019

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COMMON CARRIER BUREAU

September 2, 1992

Dear F.C.C. Secretary,

I am a realtor in the Los Gatos-Saratoga area of California who is very concerned on the impact that restrictions on cold calling would have on the economy in general and on my business in particular.

The key to sales success is prospecting -- contacting people to make use of a product or service for an agreed-on fee. As a former sales manager who has worked to encourage new agents to productive careers, I can report that this area of prospecting, even in the most encouraging business climate, provides the greatest difficulty. Contacting people whom they have not met before on a mass basis to see if they have any interest to see if they are interested in the product or service makes them feel very uncomfortable.

The fact remains, that in order to be successful and maintain a steady income in a sales career, the people who contact the largest number of prospects will prevail. It's a "numbers game" reliant on percentages.

In my opinion, the greatest advantage of the telephone is that it is the most efficient (though not the most effective) means of personal contact. The more personal the contact with a prospect is, the greater the likelihood there is of a positive response.

Face-to-face contact is the most effective contact, and it may be that if phone solicitation is outlawed outright, we agents will have to revert to knocking on people's doors from 7 AM until 9 PM so we can encounter people at their homes--especially in this day of the two-income family.

Personal referrals are excellent, but difficult to stay in control of to an extent that they can be relied on for steady income.

Then there is the telephone. On my prospecting days, I prefer to make 50 to 100 phone calls through phone numbers in a reverse directory organized by streets and zip codes. I average 1 long-term